GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:1486
ANSWERED ON:27.11.2007
SUBSIDY ON PRODUCTS OF RURAL INDUSTRIES
Verma Shri Bhanu Pratap Singh

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) the schemes for promotion of sale of products produced by the Rural Industries;

(b) whether subsidy is being given for the same;

(c) if so, the details thereof; and

(d) the percentage of the sales achieved as a result of providing subsidy, State and Union Terriroty-wise and product-wise?

Answer

MINISTER FOR MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD)

(a) The Khadi and Village Industries Commission (KVIC), a statutory body established by an Act of Parliament reporting to the Government in the Ministry of Micro, Small and Medium Enterprises, continues its sales promotion endeavour for village industry products through its 12 departmentally run sales outlets and by conducting exhibitions/fairs. It provides financial assistance for organizing District/State/Zonal and National level exhibitions, besides financing special exhibitions/events being organized on various special occasions. During 2006-07, 106 such exhibitions were organized in various parts of the country. The pattern of financial assistance for organizing exhibitions is given below:

Type of Exhibitions	Maximum financial assistance provided per exhibition (Rs. lakh)
National level Exhibitions	40.00
Zonal level Exhibitions	25.00
State Level Exhibitions	10.00
District level Exhibitions	2.50

Summarised details of the exhibitions organized as well as sales generated during 2006-07 are as under:

Nature of Exhibitions	Number of Exhibitions	Sales (Rs. lakh)
National level Exhibitions	3	1,274.93
State level Exhibitions	18	1,770.68
District level Exhibitions	80	1,521.10
Special Exhibitions/Events	5	48.31
Total	106	4,615.02

(b) No, Sir. Subsidy is not given on village industry products promoted by KVIC.

(c) & (d) Do not arise.